



## **WHITESTOWN MUNICIPAL COMPLEX**

6210 South 700 East  
Whitestown, IN 46075  
317-769-6557

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**Media Contact:**

Tanya Sumner

Assistant Town Manager, Director of Public Relations

o: (317) 732-4536

c: (317) 914-7707

[tsumner@whitestown.in.gov](mailto:tsumner@whitestown.in.gov)

### **VROOM CHOOSES WHITESTOWN FOR 2<sup>ND</sup> U.S. LOCATION**

#### ***Unique Business Revolutionizes Car Buying***

Whitestown, Ind. – In this busy world, people are saving time by doing more and more of their shopping online. Millennials especially have embraced the e-commerce trend – buying everything from household products to gifts and even homes online. And now, the start-up company Vroom is offering a new, hassle-free way to purchase your next vehicle from the comfort of your couch, with free delivery to your driveway – right from Whitestown, Indiana.

Vroom ([www.vroom.com](http://www.vroom.com)), the largest online pre-owned car retailer, has chosen to open a new Reconditioning and Fulfillment Center in Whitestown. This is Vroom's second facility, which will help meet fast-growing customer demand, along with the current location near Dallas, Texas. It will also allow 24-hour delivery of cars to more than 50 million potential customers within a 300-mile radius.

“Vroom is the Amazon.com of high end, late model used vehicles. We welcome such a unique business concept with open arms.” said Whitestown Town Manager, Dax Norton. “Whitestown strives to attract a different kind of company and Vroom brings a new, timely business model that we’re excited to be a part of. Vroom will be a great addition to

Whitestown's growing e-commerce cluster that we are developing, which already includes Amazon. We are also thrilled that this economic announcement brings with it some very well-paying jobs. The more than 200 high-end jobs that Vroom will create in Whitestown, at an average wage of \$34 per hour, will not only help some of our Whitestown families achieve a higher quality of life, but will also spur further economic development." said Norton.

Vroom will occupy the now vacant former Subaru building on Indianapolis Road in Whitestown. The company will invest \$13.5 million to equip and lease the 500,000-square-foot facility which will open in December and be able to store 2,500 cars.

The Whitestown facility will be used for Vroom's "supremely certified" reconditioning process, which is used on all cars that it sells. Every vehicle goes through a 126-point inspection process by a master technician, which includes everything from tires to paint quality. All cars are fully reconditioned to ensure they're in the best shape possible.

Vroom is planning to initially hire about 100 local workers, particularly with auto repair and logistics experience, but will eventually grow to a local team of 220 employees. The company currently has a combined 140 employees in Texas and at its New York City headquarters.

#### About Vroom:

Founded in 2013, Vroom is already the largest online car store in the U.S. By combining technology with deep automotive industry acumen, Vroom is turning buying and selling cars into an enjoyable process, instead of a chore. It enables customers to easily find impeccably refurbished, pre-owned cars at no-haggle prices below market value, with free delivery to their doorsteps. Plus, the company provides a 7-day money back guarantee, no questions asked return policy, and a 90-day bumper-to-bumper warranty, coupled with free shipping nationwide. One of the famous investors in this start-up company is former pro NFL player, Denver Broncos quarterback John Elway. (See interview with Elway in middle link below)

### Recent News Coverage of Vroom:

<http://www.usatoday.com/story/tech/2015/08/24/new-way-sell-cars-without-classifieds/32296841/>

<http://video.cnbc.com/gallery/?video=3000398188&play=1>

<https://www.vroom.com/about>

### Fast Facts:

- Whitestown is the fastest growing community in Indiana 4 years in a row
- Whitestown was recently named 7<sup>th</sup> best place in the U.S. to buy a home
- Whitestown's current population of 5,500 residents is expected to more than double by 2020

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[www.whitestown.in.gov](http://www.whitestown.in.gov)  
[tsumner@whitestown.in.gov](mailto:tsumner@whitestown.in.gov)

